

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.-18. (Canceled)

19. (Previously Presented) A computer-implemented method for a mobile communication network and a digital broadcasting network, comprising:

displaying a link to a resource with a mobile terminal, wherein the link is related to a product and a position of the link is in a video displayed on the mobile terminal and corresponds to an image of the product, wherein the video is received via the digital broadcasting network;

determining a selection of the link by a user;

automatically determining the location of the mobile terminal using the mobile communication network in response to the selection of the link;

determining content that is related to the link resource and also related to the location of the mobile terminal by automatically employing the location of the mobile terminal, the determining using the mobile communication network; and

enabling the mobile terminal to display the related content, the related content being provided over the mobile communication network.

20. (Canceled)

21. (Previously Presented) The computer-implemented method of Claim 19, wherein automatically determining the location of the mobile terminal comprises automatically determining the location of the mobile terminal if the link is selected.

22. (Previously Presented) The computer-implemented method of Claim 19, wherein automatically employing the location includes:

communicating the location of the mobile terminal to an application server; and

searching a database in the application server for reseller information that is associated with the linked resource and the location of the mobile terminal, wherein the reseller information is the related content.

23. (Previously Presented) The computer-implemented method of Claim 19, wherein automatically determining the location includes:

- determining a network address of the mobile terminal; and
- mapping the network address to a mobile identifier integrated services digital network number; and

- determining the location of the mobile terminal based at least the mobile identifier integrated services digital network number.

24. (Previously Presented) The computer-implemented method of Claim 19, wherein employing the location includes:

- determining which of a plurality of resellers in a database is geographically closest to the mobile terminal, and wherein the related content comprises information on a reseller that is closest to the mobile terminal.

25. (Previously Presented) The computer-implemented method of Claim 19, wherein automatically determining the location includes:

- communicating radio signals via a base station subsystem;
- measuring the radio signals; and
- calculating the location of the mobile terminal based at least on the measurements of the radio signals.

26. (Previously Presented) The computer-implemented method of Claim 25, wherein measuring the radio signals includes:

- measuring a real time difference between at least two of the radio signals; and
- measuring an absolute time difference between at least two of the radio signals.

27. (Previously Presented) The computer-implemented method of Claim 19, wherein automatically determining the location includes:

- generating a network assisted positioning request;
- communicating radio signals between the mobile terminal and a base station subsystem;
- measuring the radio signals generated by the mobile terminal during idle periods;
- storing the measurements of the radio signals;
- determining an arrival time of a first detectable path; and
- determining when the idle periods occur.

28. (Previously Presented) A mobile terminal that is configured for operation in a mobile network and a digital broadcasting network, comprising:

- a transceiver that is configured to communicate over the mobile communication network;
- a receiver that is configured to receive digital broadcasting over the digital broadcasting network;

- a memory including logical instructions stored therein; and
- a processor that is configured to enable actions based on executing the logical instructions, wherein the actions include:

- displaying a link to a resource, wherein the link is related to a product and a position of the link is in a video displayed on the mobile terminal and corresponds to an image of the product, wherein the video is received via the digital broadcasting network;
- determining a selection for the link by a user;
- storing a location of the mobile terminal in the memory, wherein the location of the mobile terminal is determined automatically using the mobile communication network in response to the selection of the link; and
- communicating the selected link and the location of the mobile terminal to an application server using the mobile communication network.

29. (Previously Presented) The mobile terminal of Claim 28, wherein the actions further include:

receiving content related to the linked resource and the location of the mobile terminal from the application server using the mobile communication network, and displaying the related content with the mobile server.

30. (Previously Presented) The mobile terminal of Claim 28, wherein the location of the mobile terminal is automatically determined by:

communicating radio signals;
measuring the radio signals;
receiving the measurements of the radio signals; and
storing the measurements.

31. (Previously Presented) The mobile terminal of Claim 30, wherein:

the transceiver is further configured to receive the measurements of the radio signals, and wherein the actions further include calculating the location of the mobile terminal based on the measurements.

32. (Previously Presented) The mobile terminal of Claim 30, wherein the actions further comprise:

measuring the radio signals generated by the mobile terminal during idle periods;
storing the measurements;
determining an arrival time of a first detectable path; and
determining when the idle periods occur.

33. (Previously Presented) The mobile terminal of Claim 30, wherein the actions further comprise:

receiving interactive betting content over the mobile network that enables a bet to be made from the mobile terminal; and
if the bet is made, automatically receiving over the mobile communication network the link such that the link is related to the bet.

34. (Previously Presented) An application server for a mobile communication network, comprising:

- a transceiver that is configured to communicate over the mobile communication network;
- a memory that includes a database and logical instructions; and
- a processor that is configured to enable actions based on executing the logical

instructions, wherein the actions include:

- providing a link to a resource to a mobile terminal over the mobile communication network, wherein the link is related to a product and a position of the link is in a video displayed on the mobile terminal and corresponds to an image of the product in the video displayed on the mobile terminal, and wherein the video is transmitted by a digital broadcasting network;

- receiving an automatically determined location of the mobile terminal over the mobile communication network as a result of the selection of the link;

- searching the database to determine content that is related to the link and the automatically determined location; and

- providing the related content to the mobile terminal over the mobile communication network.

35. (Canceled)

36. (Previously Presented) A system for a mobile communication network and a digital broadcasting network, comprising:

- an application server;
- a digital broadcasting transmitter;
- a base station subsystem;
- a location management unit; and
- a mobile terminal that is configured to perform actions, wherein the actions include:
 - displaying a link to a resource, wherein the link is related to a product and a position of the link is in a video displayed on the mobile terminal and corresponds to an image of the product, wherein the video is received from the digital broadcasting transmitter over the digital broadcasting network;
 - determining a selection of the link by a user;
 - storing a location of the mobile terminal in the memory, wherein the location of the mobile terminal is determined automatically over the mobile communication network as a result of the selection of the link; and
 - communicating the selected link and the location of the mobile terminal to the application server over the mobile communication network.

37. (Previously Presented) The system of Claim 36, wherein the application server has a database, and the application server is configured to perform actions, wherein the actions include:

- searching the database for reseller information that is a matched to the location of the mobile terminal and the selected advertisement image; and
- providing the reseller information to the mobile terminal over the mobile communication network if the match is found, and wherein the mobile terminal is further configured for displaying the reseller information if a match is found.

38. (Previously Presented) The system of Claim 36, wherein the location management unit is integrated with one of the base station subsystem and the mobile terminal.

39. (Previously Presented) The system of Claim 36, wherein the mobile communication network that the base station subsystem and the mobile terminal are connected to is a GSM network, and wherein the location management unit is configured to communicate with the GSM network via a GSM air interface.

40. (Previously Presented) The system of Claim 36, wherein the base station subsystem is configured to perform actions, wherein the actions include:

- communicating radio signals, and
- receiving measurements of the radio signals; and

wherein the location management unit is configured to perform actions, wherein the actions include:

- measuring the radio signals to provide the measurements of the radio signals; and
- sending the measurements to the base station subsystem.

41. (Previously Presented) An apparatus for a mobile communication network and a digital broadcasting network, comprising:

a receiver that is configured to receive digital broadcasting over the digital broadcasting network;

means for providing a link to a resource to a mobile terminal, wherein the link is related to a product and a position of the link is in a video displayed on the mobile terminal and corresponds to an image of the product, and wherein the video is received via the digital broadcasting network;

means for determining a selection of the link by a user;

means for automatically determining the location of the mobile terminal using the mobile communication network as a result of the selection of the link;

means for determining content that is related to the linked resource and also related the location of the mobile terminal by automatically employing the location of the mobile terminal; and

means for providing the related content to the mobile terminal over the mobile communication network.

42.-44. (Canceled)

45. (Previously Presented) The computer-implemented method of Claim 19, wherein the selection of the link stops the delivery of the video while the related content is displayed.

46. (Previously Presented) The mobile terminal of Claim 28, wherein the communication of the selected link stops the delivery of the video while content related to the link is displayed.

47. (Previously Presented) The application server of Claim 34, wherein the video is stopped while providing the related content.

48. (Previously Presented) The system of Claim 36, wherein the application service is configured to perform the actions, wherein the actions include:

in response to the communication of the selected link, stopping the delivery of the video while content related to the link is provided to the mobile terminal.

49. (Previously Presented) The apparatus of Claim 41, wherein the means for providing a link to the resource is configured to stop the providing of the video while the related content is provided to the mobile terminal.

50. (Previously Presented) A computer-implemented method of serving a mobile terminal over a mobile communication network; comprising:

providing a link over the mobile communication network to the mobile terminal, the link associated with a resource and a product in a video that is being displaying on the mobile terminal, wherein the video is provided by a digital broadcasting network;

receiving an indication that the link has been selected over the mobile communication network, the indication including an automatically determined location of the mobile terminal;

searching a database to determine content that is related to the link and the automatically determined location of the mobile terminal; and

providing related content over the mobile communication network to the mobile terminal.

51. (Previously Presented) The computer-implemented method of Claim 50, wherein the providing of the related content over the mobile communication network stops the delivery of the video.